



Board of Directors Meeting

Thursday, January 22, 2026

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

Welcome & Call to Order

Stocks

Self-Introductions

Stocks

Public Comment

Stocks

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

Guest Speaker: Sean Homer, Sector Superintendent, California State Parks

CEO Report October – December 2025

Sidoriak

Financial Update

Sidoriak

Action Items

1. Approval of October 16, 2025 Meeting Minutes

Stocks

Board members will review and consider for approval the minutes of the prior meeting.

2. Group Incentive Program

Sidoriak

Board members will discuss and consider extending the Group Incentive Program "consume by" date to March 31, 2029.

3. Grant Application – NCAA

Sidoriak

Board members will discuss and consider the grant application from the NCAA for the 2026 NCAA Division I Women's and Men's Golf Championships.

4. Establishment of Audit Committee

Stocks

Board members will consider the establishment of an Audit Committee and appoint members.

5. Adjournment

Stocks

Future meeting date: April 23, 2026, July 23, 2026



BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



Board of Directors Meeting Minutes

Meeting Details

Date: October 16, 2025

Time: 2:00 p.m.

Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following six members in attendance in person:

Board Members

Kurt Stocks, Vice Chair

Craig Martin, Secretary/Treasurer

Randal Chapin, Member

Chad Eding, Member

Thomas Lee, Member

Geoffrey Parkford, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Director of Finance & Administration, Visit Carlsbad

Absence

Tim Stripe, Chair

Call to Order

Meeting called to order by Vice Chair Stocks at 2:02 p.m.

Self-Introductions

Vice Chair Stocks welcomed and introduced Thomas Lee, new board member. Self-introductions were made by all in attendance.

Public Comment

Vice Chair Stocks called for public comments; there was none.

Informational Items

Sidoriak presented the quarterly (July – September 2025) CEO report which included destination performance (STR report) and updates on the five areas of focus for the fiscal year.

Sidoriak then presented financial information for the three months ended September 30, 2025, including the balance sheet, budget to actual revenues and expenses, Group Incentive Program summary, and golf-related assessment summary.



Sidoriak presented the Independent Auditor's Report and financial statements for fiscal year 2025.

Sidoriak presented information on the possibility of Visit Carlsbad funding beach bathrooms.

Action Items

1. Approval of August 5, 2025 Meeting Minutes

Vice Chair Stocks presented the August 5, 2025 board meeting minutes for approval.

Motion to approve the August 5, 2025 board meeting minutes was made by Martin; seconded by Parkford.

Vote: All in favor.

Motion passed.

2. Engage Civitas Advisors to Pursue CTBID Renewal

Vice Chair Stocks opened discussion on the possible engagement of Civitas Advisors to pursue CTBID renewal. The current CTBID five-year term ends June 30, 2028. Renewal is about a six month process, hoping to complete in spring 2026.

Motion to engage Civitas Advisors to pursue CTBID renewal pending city support of timing was made by Martin; seconded by Eding.

In favor: All

Motion passed.

3. Grant Application – Stocking Full of Christmas

Sidoriak presented a "Room Night Driving" grant application from Royal Entertainers for the Stocking Full of Christmas event for \$100,000.

Motion to approve a "Brand Positioning" grant to Royal Entertainers for the Stocking Full of Christmas event for \$25,000 was made by Stocks; seconded by Parkford.

Vote:

In favor: Chapin, Lee, Martin, Parkford, Stocks

Abstain: Eding



Motion passed.

4. Grant Approval Process Change

Sidoriak presented a proposal to transition to internal sponsorship model. Much discussion ensued.

Motion to approve a new grant/sponsorship approval process to give authority to Visit Carlsbad President/CEO to approve sponsorships up to \$25,000 until half of the annual budget is awarded, then can approve sponsorships up to \$12,500 until the budget is utilized with all requests beyond those amounts brought to the full board for approval was made by Parkford; seconded by Lee.

Vote: All in favor.

Motion passed.

5. Adjournment

Vice Chair Stocks called to adjourn the meeting at 3:48 p.m.

Craig Martin, Secretary/Treasurer

GROUP INCENTIVE PROGRAM

Concern

- Current program offer is for actualized room nights from 11/1 – 3/31 and must consume by 3/31/28
- Current agreement with City ends 6/30/28
- CTIBD renewal will likely not be completed within the next six months
- Groups are starting to make incentive requests for consume dates after 3/31/28



GROUP INCENTIVE PROGRAM

Proposal

- Update consume by date to 3/31/29
- Incentive agreements for consume dates after 3/31/28 will include the following note:

The Carlsbad Tourism Business Improvement District (CTBID) that funds Visit Carlsbad was created in 2005 and the current five-year term ends June 30, 2028. If consume dates are after March 31, 2028, the Incentive Agreement is contingent on the renewal of the CTBID and related Operations and Management Agreement between the City of Carlsbad and Visit Carlsbad.



EVENT GRANT APPLICATION

November 1, 2025 - June 30, 2026

***Note:** Organizations cannot apply for both a grant and sponsorship in the same fiscal year (July 1 - June 30) for the same event*

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

Brand Positioning Event

Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: _____ Is the date firm? _____

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Describe how the program/event will benefit tourism in Carlsbad:

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Describe program/event history, compliance, success, etc.:

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

Describe how grant funds would be used:

Applicant Background

This applicant is a (an):

____ Nonprofit ____ For-Profit ____ Local Public Agency ____ Individual ____ Other

Years in Business: _____ Number of Employees: _____ Number of Volunteers: _____

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

jbaldwin
Digitally signed by
jbaldwin
Date:
2025.11.24
14:24:09
-05'00'

I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: jbaldwin Digitally signed by jbaldwin
Date: 2025.11.24 14:24:22 -05'00'

Name: _____

Title: _____

Date: _____

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

2026 NCAA Division I Women's and Men's Golf Championships

Category	Description	Total Marketing Budget	Grant Funds Budget
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	<p>Golf dynamic paid search campaign through Google targeting a 250-mile radius of San Diego DMA + SF/LV/LA/Phoenix. Email blasts have been sent or slated to our membership database and key feeder markets. Example is a dedicated eBlast going to 150k Subscribers, golf audience, in the SF/SD/LA/LV/Phoenix markets.</p> <p>Leveraging La Costa Club members and community with word-of-mouth support for ticket sales and volunteers.</p> <p>Working with Century Club (Farmers Insurance Open) community to leverage golf interest and support for championships.</p> <p>Reaching out to Southern California Universities, San Diego State, SDSU for promotion and awareness.</p> <p>Targeting sports influencers (Patrick Koenig, Pat Bonds, Tod Leonard, Tisha Alyn, etc.) to generate awareness and excitement.</p>	\$ 35,700	\$ 35,700

Print Advertising (Magazines, newspapers, billboards)	<p>We've updated our entry signage along high-trafficked El Camino Real Rd with a sign that reads "Home of the NCAA D1 Golf Championships" to act as a billboard for high impressions and consistent visibility along one of San Diego County's busiest roads.</p> <p>We are placing championship info in community calendars and "What To Do" sections of local newspapers. We're leveraging relationships with local pubs for editorial coverage and discounted insertions, e.g. Coast News, Carlsbad Business Journal, Inland Coast News, etc.</p>	\$ 5,000	\$ -
Broadcast Advertising (Television, radio)	<p>Golf Channel marketing placements (video).</p> <p>We are currently running Pandora streaming ads that promote NCAA and resort golf.</p> <p>We're working with FOX 5 and CBS 8 to discuss connections between the championship and the local sports community. Visit Carlsbad is tapping into their relationship with The Localist for guaranteed on-air coverage.</p>	\$ 318,000	\$ 40,300
Creative Production (Filming video content, creating a website, printing flyers)	Domain, site build and G-suite for www.cwcgf.com for the College World Golf Championships Foundation, Inc.	\$ 500	\$ -
Direct Mail	N/A	\$ -	\$ -
Operational Costs	PR Agency Retainer, Buffalo Groupe – outbound pitching	\$ 24,000	\$ 24,000
Total		<u>\$ 383,200</u>	<u>\$ 100,000</u>

2025 NCAA Golf Championships

Home of the NCAA
Division I Golf Championships



LA COSTA
• NORTH COURSE •



LA COSTA
• SOUTH COURSE •

The NCAA Division I Men's and Women's Golf Championships were held in Carlsbad, CA at Omni La Costa Resort & Spa for the second consecutive year, from May 16-28, 2025.

The event saw more than 350 of the world's best amateur golfers compete for team and individual national championships over two weeks on the newly renovated North Course at Omni La Costa.

In total, 60 teams and 12 individual participants representing 56 colleges and universities and 25 different states competed during the two weeks at La Costa.

The NCAA Division I Men's and Women's Golf Championships will return to La Costa through 2028, marking longest consecutive stay at one location in modern NCAA Golf Championship history.



36 Participating Institutions

→ 32 from outside CA

→ 33 from outside SoCal



36 Participating Institutions

→ 32 from outside CA

→ 33 from outside SoCal



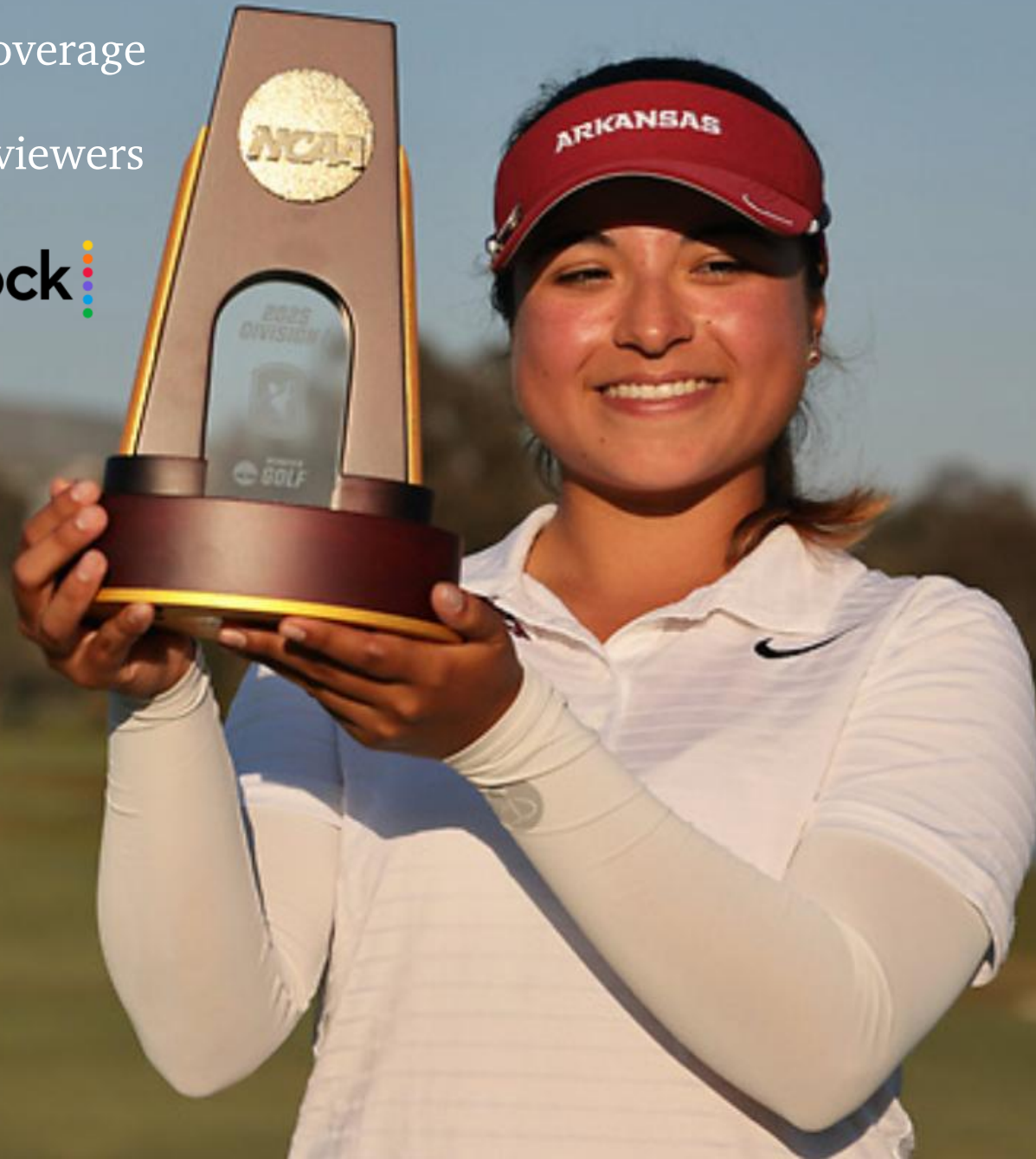
70 HOURS of simulcast coverage

1.7 MILLION unique viewers



GOLF
CHANNEL

peacock



Impressions from paid advertising campaign:

Pandora | March | **713,393**

Pandora | April | **745,074**

Pandora | May | **1,123,181**

Paid Search | May | \$6,751 drove more than **28,000 impressions**

Influencer Marketing:

Divot Dudes | 63,000 instagram followers

Karol Priscilla (Tequila at the Turn) | 377,000 Instagram followers

Daniel Saloner (Short Game King) | 287,000 Instagram followers

Dawson Gurley (Dicey Golf/BigDawsTV) | 1,200,000 IG + 64,300 YouTube followers

Buffalo Group PR Firm | Outbound Pitching and Hosting of Media Day (8 attendees)

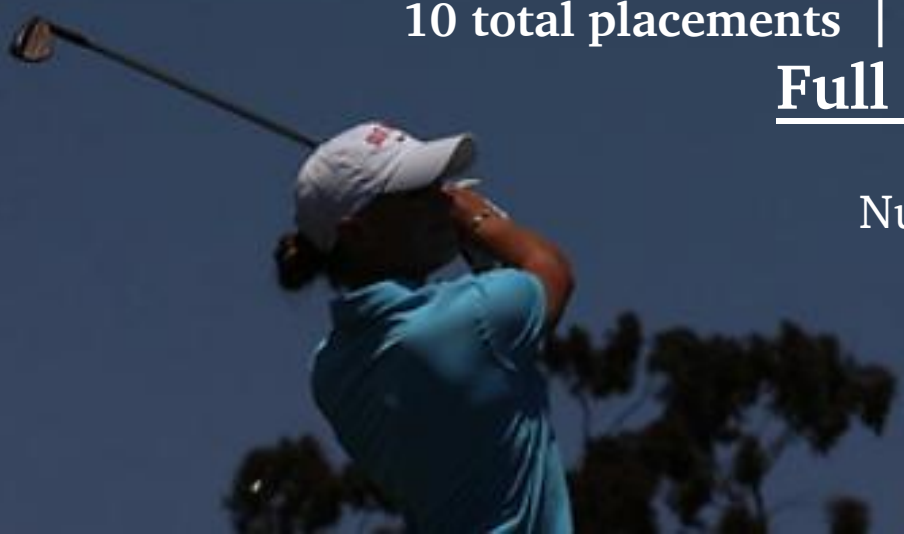
10 total placements | 209,234,000 impressions

Full Report

Number of Earned media placements/articles:

2,519 placements, as of May 29

Coverage Report, as of May 29

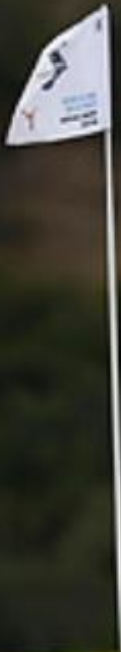




Watch Visit Carlsbad
Lead-ins on Golf Channel

Women's Championship

Men's Championship



Nearly
2,000 visitors

over
2-plus weeks

resulted in
**3,900+
room nights**

at Omni La Costa alone





at Omni La Costa

May 22-June 3, 2026
May 21-June 2, 2027
May 19-31, 2028





AUDIT COMMITTEE

- Per Form 990: Assumes responsibility for oversight of the audit of the financial statements and selection of an independent accountant
- Anticipate meeting once per year to review financial statements and any audit findings
- Recommends the selection, retention, or replacement of the external audit firm
- Reports to full board

